

## ORDER



**Orders**  
**Order / Rev:** 47180  
**Alt Order #:** 27774977  
**Product Desc:** 2022 Primary Electio  
**Estimate:** 3675  
**Flight Dates:** 04/30/22 - 05/13/22  
**Original Date / Rev:** 04/28/22 / 05/06/22  
**Order Type:** GENERAL

## KLKN-TV

**Primary AE:** Katz Dallas  
**Sales Office:** DALLS  
**Sales Region:** National

**Agency**  
**Name:** Armada Strategies  
**Buying Contact:**  
**Billing Contact:**  
 2637 E. Atlantic Blvd., Ste. 43878  
 Pompano Beach, FL 33062

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Conservative Nebraska  
**Demographic:** A50+  
**Product Codes:** Issues/Propositions  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-04

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/10/22	25	\$6,900.00	\$5,865.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	25	\$6,900.00	\$5,865.00	0.00
<b>Totals</b>	<b>25</b>	<b>\$6,900.00</b>	<b>\$5,865.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	05/02/22	05/02/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	M-----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
KILKN News 8 This AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/02/22	05/08/22	M-----	1		\$150.00		0.00						
N 2	KLKN	05/04/22	05/04/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	--W----	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
KILKN News 8 This AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/02/22	05/08/22	--W----	1		\$150.00		0.00						
N 3	KLKN	05/05/22	05/05/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	---T---	:30	1	\$150.00	P-03	0.00	NM	3	\$550.00
KILKN News 8 This AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/02/22	05/08/22	---T---	1		\$150.00		0.00						

KLKN-TV

KLKN-TV

Order / Rev:	47180
Alt Order #:	27774977
Flight Dates:	04/30/22 - 05/13/22

Advertiser:	Conservative Nebraska	
Product Desc:	2022 Primary Electio	KLKN-TV
Estimate:	3675	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 05/09/22	05/15/22	M-----	1	\$575.00	0.00							
<b>Totals</b>													<b>25</b>	<b>\$6,900.00</b>



125 West 55th St  
New York, NY 10019

<b>Contract # 21774977</b>		<b>Changes as of: 5/6/2022 at 10:55 AM</b>		<b>Version: Highlighting Makegood 1</b>		<b>Status: Accepted</b>	
<b>CPE: 359/459/3675</b>		<b>Flight: 4/30/22 - 5/13/22</b>		<b>Station: KILN</b>		<b>Con Type: POLITICAL/NOTE</b>	
<b>Agency: Armada Strategies</b>		<b>Advertiser: Conservative Nebraska</b>		<b>Market: Lincoln&amp;Hshg-Krry-Pls DMA</b>		<b>Total Spots: 25</b>	
<b>2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062</b>		<b>Product: 2022 Primary Election</b>		<b>Office: DALLAS</b>		<b>Total CPP: \$82.41</b>	
		<b>Agency Order #: 11620302</b>		<b>Service: Nielsen</b>		<b>Total GRP: 81.3</b>	
		<b>Buyer: Mah, Eva</b>		<b>Primary Demo: Adults 55+</b>		<b>Traffic #: 47180</b>	
		<b>Salesperson: Candice Orem 214-632-1396</b>		<b>Assistant: Candice Orem 214-632-1396</b>			
		<b>Separation:</b>					
		<b>Comments: Revision changing Bookends to :30's. No changes in total. Pls confirm.</b>					

#	Day/Time	DP	Program	Rate	A55P Rating	Len	4/30 - 5/12												Total Spots	Total \$	CPP*	GRP*
							4/30	5/1	5/2	5/3	5/4	5/5	5/6	5/7	5/8	5/9	5/10	5/11	5/12			
MSD 1	M-F 6a-7a		KILN News 8 This AM	\$150.00	1.2	30	0	0	1	0	1	1	0	0	0	1	1	0	0			
MSD 2	M-F 7a-9a		Good Morning America	\$200.00	2.2	30	0	0	1	0	0	1	0	0	0	0	1	0	0			
MGD 10	M 5p-5:30p		Channel 8 News at Six	\$300.00	5.5	30	0	0	0	0	0	0	0	0	0	1	0	0	0			
MGD 11	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$150.00	3.4	30	0	0	0	0	0	0	0	0	0	1	0	0	0			
MGD 12	M 10a-11a		The View	\$100.00	2.2	30	0	0	0	0	0	0	0	0	0	1	0	0	0			
TOTALS: 0							2	5	2	4	0	2	0	1	6	3	0	0				



#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/13 - 5/13												Total Spots	Total \$	CPP*	GRP*
							5/13	5/13	5/13	5/13	5/13	5/13	5/13	5/13	5/13	5/13	5/13	5/13				
MSD 1	M-F 6a-7a		KILN News 8 This AM	\$150.00	1.2	30	0												4	\$600.00	\$125.00	4.8
MSD 2	M-F 7a-9a		Good Morning America	\$200.00	2.2	30	0												2	\$400.00	\$90.91	4.4
MGD 10	M 5p-5:30p		Channel 8 News at Six	\$300.00	5.5	30	0												1	\$300.00	\$54.55	5.5
MGD 11	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$150.00	3.4	30	0												1	\$150.00	\$44.12	3.4
MGD 12	M 10a-11a		The View	\$100.00	2.2	30	0												1	\$100.00	\$45.45	2.2
TOTALS: 0							25												25	\$6,700.00	\$82.41	81.3

Makegood Comments			
Date/Time	Action	Added by	Comment
05/06/22 11:33 AM	Accepted	Eva Mah	Other
05/06/22 11:25 AM	Sent To Agency	Candice Orem	3X NA - tech error with master control - See NG offers, pls confirm
05/06/22 10:55 AM	Sent To Rep	Joy Wenn	See spots n/a on lines 1-2 due to technical error; Master Control dubbed in a non-political spot by accident. See MGs on lines 10-12 and approve ASAP for Monday.